

CONTRACT



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21204

<u>Contract / Revision</u> 488262 /		<u>Alt Order #</u> 06262617
<u>Product</u> AMERS FOR PROSPERITY		
<u>Contract Dates</u> 08/15/12 - 08/21/12		<u>Estimate #</u> 464
<u>Advertiser</u> Americans for Prosperity		<u>Original Date / Revision</u> 08/06/12 / 08/06/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
E 1	KVVU	08/15/12	08/17/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$750.00			
N 2	KVVU	08/15/12	08/17/12	The Dr.Oz Show	4-5p		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--111--				3	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	KVVU	08/13/12-08/19/12	The Dr.Oz Show	4-5p	---WThF----	:30		\$350.00	NM		
			See MG 2.4,2.5									
	3	KVVU	08/13/12-08/19/12	The Dr.Oz Show	4-5p	---WThF----	:30		\$350.00	NM		
			See MG 2.4,2.5									
	4	KVVU	08/16/12-08/17/12	Anderson	3-4p	----ThF----	:30		\$350.00	NM		
	Ⓜ	MG for 2.3,2.2										
	5	KVVU	08/16/12-08/17/12	Anderson	3-4p	----ThF----	:30		\$350.00	NM		
	Ⓜ	MG for 2.3,2.2										
E 3	KVVU	08/15/12	08/17/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	3	\$5,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$1,725.00			
E 4	KVVU	08/15/12	08/17/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--111--				3	\$800.00			
E 5	KVVU	08/16/12	08/16/12	NFL Pre-Season Game	NFL Pre-Season g:		:30			NM	2	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	----2---				2	\$1,850.00			
E 6	KVVU	08/17/12	08/17/12	NFL Pre-Season Game	NFL Pre-Season g:		:30			NM	2	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----2--				2	\$1,850.00			
E 7	KVVU	08/18/12	08/18/12	Criminal Minds	Sat 5-6p		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----2-				2	\$225.00			
E 8	KVVU	08/18/12	08/18/12	MLB Regular Season	12-4p/4-7p		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----2-				2	\$750.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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25-TV 5 Drive
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<u>Contract / Revision</u>	<u>Alt Order #</u>
488262 /	06262617

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/15/12 - 08/21/12	AMERS FOR PROSPER	464

<u>Advertiser</u>	<u>Original Date / Revision</u>
Americans for Prosperity	08/06/12 / 08/06/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
E 9	KVVU	08/18/12	08/18/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	2	\$1,900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 08/13/12 08/19/12 -----2- 2 \$950.00												
E 10	KVVU	08/19/12	08/19/12	Fox News Sunday 8-9a	8-9a		:30			NM	1	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 08/13/12 08/19/12 -----1 1 \$300.00												
E 11	KVVU	08/20/12	08/21/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	2	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 08/20/12 08/26/12 MT----- 2 \$750.00												
E 12	KVVU	08/20/12	08/21/12	The Dr.Oz Show	4-5p		:30			NM	2	\$700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 08/20/12 08/26/12 11----- 2 \$350.00												
E 13	KVVU	08/20/12	08/21/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	\$3,450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 08/20/12 08/26/12 11----- 2 \$1,725.00												
E 14	KVVU	08/20/12	08/21/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	2	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 08/20/12 08/26/12 11----- 2 \$800.00												
Totals											31	\$29,675.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/21/12	31	\$29,675.00	\$25,223.75
Totals	31	\$29,675.00	\$25,223.75

Signature: _____ Date: _____

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REP HEADLINE# 6262617
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP AUG3/12 11.44
*** KVVU-TV ***

ADV # ADV. NAME ISS/AMER FOR PROSPERITY REP. # OFF. # 762 SALESMAN #
AGY # 1125 AGY. NAME MENTZER MEDIA SERVICES, INC. BUYER NAME KAREN BENCKINI

600 FAIRMOUNT AVENUE, SUITE 306 SALES PRSN PH- TERESA DIFURIA
TOWSON, MD 21286

ORDER # 488263 CONTRACT # 6262617 CLASS: NATL. LOCAL REGIONAL

PRDCT AMERS FOR PROSPERITY EST#464 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG15/12 AUG21/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG3/12 11.44

REP: TO ROSE
FR NIKKI
NEW AMERICANS FOR PROSPERITY ORDER
TOTAL \$29675
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021
AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009
AMERICANS FOR PROSPERITY

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 464

1			700A-900A	30		\$750.00	8/15	8/17	3		W-F	3
PROGRAM : NEWS												
RA50+ : 2.0												
CON COM1: MAX 1X DAY												

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*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP
AUG3/12 11.44
*** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			400P-500P PROGRAM : DR OZ RA50+ : 1.0 CON COM1: MAX 1X DAY	30		\$350.00	8/15	8/17	3		W-F	3
3			1000P-1100P PROGRAM : NEWS RA50+ : 4.0 CON COM1: MAX 1X DAY	30		\$1,725.00	8/15	8/17	3		W-F	3
4			1100P-1135P PROGRAM : NEWS RA50+ : 2.0 CON COM1: MAX 1X DAY	30		\$800.00	8/15	8/17	3		W-F	3
5			800P-1100P PROGRAM : NFL PRESEASON BENGALS/FALCONS RA50+ : 8.0	30		\$1,850.00	8/16	8/16	2		THU	2
6			800P-1100P PROGRAM : NFL PRESEASON BALT/DETROIT RA50+ : 8.0	30		\$1,850.00	8/17	8/17	2		FRI	2
7			500P-600P PROGRAM : CRIMINAL MINDS RA50+ : 4.0	30		\$225.00	8/18	8/18	2		SAT	2
8			700P-1000P PROGRAM : MLB RA50+ : 5.0	30		\$750.00	8/18	8/18	2		SAT	2
9			1000P-1100P PROGRAM : NEWS RA50+ : 3.0	30		\$950.00	8/18	8/18	2		SAT	2
10			800A-900A PROGRAM : NEWS RA50+ : 2.0	30		\$300.00	8/19	8/19	1		SUN	1

3-4p 8/16-8/17

5-8p
↓

1230-14p

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 *** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			700A-900A	30		\$750.00	8/20	8/21	2		M-TU	2
PROGRAM : NEWS												
RA50+ : 2.0												
CON COM1: MAX 1X DAY												
12			400P-500P	30		\$350.00	8/20	8/21	2		M-TU	2
PROGRAM : DR OZ												
RA50+ : 1.0												
CON COM1: MAX 1X DAY												
13			1000P-1100P	30		\$1,725.00	8/20	8/21	2		M-TU	2
PROGRAM : NEWS												
RA50+ : 4.0												
CON COM1: MAX 1X DAY												
14			1100P-1135P	30		\$800.00	8/20	8/21	2		M-TU	2
PROGRAM : NEWS												
RA50+ : 2.0												
CON COM1: MAX 1X DAY												
AUG/12 29675.00											CONTRACT TOTAL 29675.00	
											TOTAL SPOTS 31	

MARKET TOTALS \$296,750 KVVU 10% KSNV 38% KLAS 31% KTNV 21% KVMY 0% KVCW 0% CABL 0% KTUD 0%

HEAVY NEWS BUY TARGETING A50+. ADDITIONALLY, QUALITATIVE INFO USED FOR A50+. CONCENTRATED ON OLDER SKEWING PROGRAMS THAT INDEXED OVER 100.

SVC- NSI
 DEMOS- RA50+*